

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT LOWE, INC.

Ad No. 1091—"MAJOR SETBACK"—Reg. No. 61496—Page—(Hq. & 11 1/2 inches)—4 1/4 Black—National Magazine (Rotogravure), 1981

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Printed in U.S.A.



Major setback.

It's no minor detail that our filter is set back a quarter-inch. It keeps your lips from touching the tar that builds up on the tip. Flush filters can't do that.

That's why Parliament Lights are so tastefully light.

Compared to flush-filter cigarettes, that's a major improvement.

Available in Soft Pack, Box and 100's.

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Only Parliament Lights has the famous recessed filter.

Soft Pack: 8 mg "tar," 0.7 mg nicotine—Box: 55 mg "tar," 6.7 mg nicotine—100's: 12 mg "tar," 0.9 mg nicotine av. per cigarette. FTC Report Dec. '79.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.



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